

PROMOTING A RECRUITMENT OPEN DAY

Nurse recruitment in London is an ongoing challenge. St George's NHS enlisted TMP to help them promote a recruitment open day. Using a mix of online and traditional media, we met demanding turn around times and attracted 75 visitors, resulting in 54 appointments.

SOLUTION HIGHLIGHTS

- FAST TURN-ROUND
- PRESS AND ONLINE CAMPAIGN
- OVER 50 HIRES



SCOPE AND SCALE

To feed their ongoing requirement for Band 5 Nurses, St George's NHS wanted to promote a nursing open day. They wanted to stand out from their competitors in London and the surrounding areas, but also create a successful campaign within a quick timescale.

SITUATION

The London nursing market is extremely competitive, with over 1500 nursing roles being advertised within a 25-mile radius of St George's Hospital. Due to open day date fast approaching, St George's also needed to raise awareness but only gave us a short amount of time to complete the work.

SOLUTION

RESEARCH & DISCOVERY

The SNAP team researched the different audiences within the healthcare industry in order to create tailored social messages on each channel used.

FOUNDATION & FRAMEWORK

Along with a half-page print advertisement in a local newspaper, St George's used the SNAP (Social Network Amplification Platform) package which includes Facebook, Instagram, Twitter and Google Display Network.

OUTCOME

Through SNAP, we were able to target our content at the newsfeeds of relevant individuals within the nursing/healthcare industry and promote the open day to candidates within a 25-mile radius of London.

RESULTS

- 180,487 impressions
- 2,692 website clicks
- 75 attended
- 56 Interviewed
- 54 hires

"We interviewed 56 candidates and made 54 offers, which was really great for us. Hopefully the first of the cohort should be starting with us in the next week – so a quick turnaround, which is excellent".

**Sarah Mortimer,
Recruitment Manager**



**Band 5 Staff Nurse Open Day
24 March 2018**

St George's University Hospitals NHS Foundation Trust

